



A pocket guide to the  
visual and verbal  
components of our brand.

OUR MARKS



Our **official College logo**▲ and **E logo**▲ are suitable for use on all Etown communications wherever quick and effortless readability can be ensured. Keep in mind, though they are approved for all uses, they might not be the best fit for use at very small size (online ads) or when a faster read is required (posters or billboards).



Our **athletic marks**▲ are vital components of the Etown brand. However, care should be taken to reserve them for use within the context of athletics or as “spirit marks” when speaking to an internal audience. They are not appropriate College identifying marks for academic communications aimed at general external audiences.



Our **Etown wordmark**▲ is appropriate for use in all Etown advertising and communications. Its compact and bold form makes it ideal for situations when the Etown name needs to be readable at a small size (such as on a business card or digital ad) or viewed at a distance (as on a billboard or poster). It is appropriate for use in all Etown advertising and communications.

OUR NAME

The first time our name is used in body copy, it should be spelled out as “**Elizabethtown College**.” To avoid confusion with the municipality of Elizabethtown, the word “College” must never be omitted. Any subsequent mentions of our name may be shortened to “**Etown**.” The “E” must always be capitalized and followed by “town” in lowercase. “Etown” may also be used in headlines where appropriate.

OUR BRAND PALETTE

**PMS 2945**  
C100 M73 Y20 K5  
R0 G75 B152  
HEX #004B98

**Elizabethtown College blue**▲ is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications.

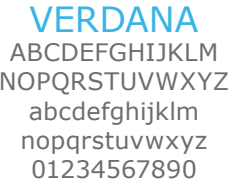
Our **secondary palette**▼ comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

<b>PMS COOL GRAY 3</b> C21 M16 Y17 K0 R200 G200 B200 HEX #C8C8C8	<b>PMS 289</b> C99 M84 Y45 K51 R10 G34 B64 HEX #0A2240
<b>PMS 298</b> C65 M10 Y1 K0 R61 G181 B230 HEX #3DB5E6	<b>PMS 485</b> C6 M97 Y100 K1 R225 G38 B28 HEX #E1261C

OUR BRAND FONTS



**Clarendon Bold Condensed**▲ is our primary font. Its distinctive character makes it the perfect choice for headlines or any text that needs a bit of extra attention. It is not, however, appropriate for large blocks of body copy.



Large blocks of body copy, supporting text, or any text that will be reproduced at a small size should be set in **Gotham**▲. If you do not have access to Gotham, **Verdana**▲ may be used in its place. It is an almost universally available font that is suitable for all Etown communications.

# OUR BRAND STORY

Our brand is more than a logo. It's more than a name or a particular shade of blue. It's our reputation. It's the way the world perceives us. Our brand is a living, breathing thing, and we are the ones who give it life.

This is our brand story as told in five chapters. It is built on months of research and interviews with our entire community—students and faculty, administrators and staff, alumni and employers. Not only is it an accurate reflection of who we are, it is a practical tool for sustaining the Elizabethtown College brand.

You are our most valued brand ambassador. Every day, your words and deeds share our story with the world, and to maximize the power of that story we must be consistent. When we speak using the same vocabulary, we show the world that we are individuals with vision, an institution worthy of trust, and a community united behind a shared mission.

These are our talking points. Our guide posts. Our brand chapters. May they help you when answering the question ***“What is Etown?”***

## 1. ACADEMICS

### BE EXCEPTIONAL.

At Etown we're not interested in basic. We want exceptional so we combine the most sought-after professional programs taught by outstanding professor-mentors, guaranteed high-impact experiences like research, internships, and cross-cultural study, and a 120+ year tradition of learning to think critically, analyze deeply, and communicate effectively. It's an education that will make you exceptional in whatever profession you choose.

## 2. OUTCOMES

### LIVE YOUR BEST LIFE.

Can you do good in the world and earn a good living too? Our students do. They become the influential advocates and changemakers, exceptional communicators and cause organizers the world needs more of. All while surpassing national averages for admission to medical, business, and law schools and earning median starting salaries of nearly \$50,000 upon graduation.

## 3. RETURN ON INVESTMENT

### SMART VALUE. HIGH REWARD.

Can you get where you want to go faster and reap the rewards of your hard work? Our students do. High quality, high value, and the kind of earning power that ranks us among the country's highest value-added institutions with mid-career earnings 27% more than predicted is what an Etown education delivers.

## 4. STUDENT LIFE

### LIVE OUT LOUD.

We don't just promise a supportive, caring, and vibrant community, we live it with 85% of our students living on our beautiful 200-acre campus. Etown's student-centered culture is at the heart of everything we do, from being known for faculty mentoring to connecting students to nearby city centers for internship and career opportunities to the way we intentionally bridge community life, service, athletics, arts, and academics so you can discover your most fulfilling path.

## 5. COMMUNITY AND NETWORK

### BLUE JAYS. ALWAYS.

An Elizabethtown education is for people who feel the pull to contribute to the world. With more than 20,000 alumni no Blue Jays are alike, but we are birds of a feather who have found each other. We flock to this place because we believe in using our talents, empathy, intellect, and energy to confidently serve the world. Etown is where we discover how.

#### BRAND PROMISE

No other college will engage you in finding and pursuing your life's calling, your life's work, and your most fulfilling future like we do.

#### BRAND POSITION

We take students farther, faster because we are a 21st century hybrid combining high-quality professional programs, real-world experience, and a 120+ year learning tradition of thinking critically, analyzing deeply, and communicating effectively.

#### OUR MOTTO

### EDUCATE FOR SERVICE

Every school has a motto. You might see it carved in stone over a doorway, or read it on a mug in the bookstore. Our motto is a little different. We don't just read it. We live it. We look after each other—feeding the hungry in soup kitchens, tutoring local children over several years of elementary school, and serving in community-based projects. But it also means that we consider the repercussions of the choices we make in pursuit of our life and career goals. It means that Etown is a force for good in the world. Service is never a requirement at Etown. It's a privilege.

***“The Educate for Service mission is a living, breathing mission. Most people think of service only as volunteerism. But service is much more. Service is advocacy, and we want to make sure that our students are doing just that—advocating in a peaceful way for the causes they care about and making sure that the world's a better place.”***

CECILIA M. MCCORMICK, JD  
PRESIDENT OF THE COLLEGE

#### THE BIG E

The Big E is a graphic element that may be used as a decorative component in College communications. While based on the form of a capital E set in Clarendon Bold Condensed, it has been altered somewhat and is not the same as the letter E set in that font. Therefore, it should only be reproduced from original vector art as provided by the Office of Marketing and Communications. The Big E is not an approved College logo. Therefore, while it is a useful graphic device, it should not take the place of an approved logo on College communications.



# WANT TO KNOW MORE?

If you have any questions or concerns regarding Elizabethtown College, the Etown brand, or how to best use this pocket guide, please contact the Office of Marketing and Communications at **OMC@etown.edu**.



**ELIZABETHTOWN COLLEGE**

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